

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Opposition No.: 91179933
Application Serial No.: 78/795,258
Applicant: Lawton Printing, Inc.
Opposer: Universal American Financial Corp.
Attorney Docket No.: LA60-501
Mark: SENIOR LIVING STRATEGIES and Design

TRANSMITTAL LETTER AND CERTIFICATE OF MAILING

To: Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

From: Randy A. Gregory
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Enclosed are:

1. TTAB Return Postcard Receipt
2. TTAB Transmittal Letter and Certificate of Mailing
3. Answer to Notice of Opposition



11-26-2007

U.S. Patent & TMO/TM Mail Rpt Dt. #34

Authorization Re: Deposit Account: The undersigned hereby authorizes the Patent and Trademark Office to charge Deposit Account 502881 for any fees or to credit any overpayments in connection with this application and the papers being filed herewith.

Respectfully submitted,

Date: Nov. 19, 2007

By:

Randy A. Gregory
Reg. No. 30,386
Attorney for Applicant

CERTIFICATE OF MAILING

I hereby certify the items listed above as enclosed are being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Trademark Trial and Appeal Board, P. O. Box 1451, Alexandria, VA 22313-1451, on the below-indicated date.

Dated: Nov. 19, 2007

Signature: _____

Name: Jason M. Wear

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Application Serial No. 78/795,258

Filed January 19, 2006

For the mark SENIOR LIVING STRATEGIES and Design

Published in the Official Gazette on April 3, 2006

UNIVERSAL AMERICAN
FINANCIAL CORP.,

Opposer,

v.

LAWTON PRINTING, INC.,

Applicant

Opposition No. 91179933

(Serial No. 78/795,258)

Trademark Trial and Appeal Board
P. O. Box 1451
Arlington, VA 22313-1451

ANSWER TO NOTICE OF OPPOSITION

Applicant in the above-referenced Opposition, answers and responds set out below for the corresponding paragraph numbers.

1. In reference to Opposer's Notice to Opposition Paragraph 1: Opposer's Paragraph 1 was incomplete, therefore, Applicant is without sufficient knowledge to admit or deny, and therefore, denies the same.

2. No Paragraph 2 was included in Opposer's Notice of Opposition, therefore, Applicant is without any knowledge to admit or deny, and therefore, denies the content and admissibility of any alleged paragraph 2.

3. No Paragraph 3 was included in Opposer's Notice of Opposition, therefore, Applicant is without any knowledge to admit or deny, and therefore, denies the content and admissibility of any alleged paragraph 3.

4. In Reference to Opposer's Notice of Opposition Paragraph 4: Applicant is without sufficient knowledge to admit or deny, and therefore, denies the same.

5. In Reference to Opposer's Notice of Opposition Paragraph 5: Denied.

6. In reference to Opposer's Notice of Opposition Paragraph 6: Applicant is without sufficient knowledge to admit or deny, and therefore, denies the same.

7. In reference to Opposer's Notice of Opposition Paragraph 7: Denied.

8. In reference to Opposer's Notice of Opposition Paragraph 8: Denied.

9. No Paragraph 9 was included in Opposer's Notice of Opposition, therefore, Applicant is without any knowledge to admit or deny, and therefore, denies the content and admissibility of any alleged paragraph 9.

10. In reference to Opposer's Notice of Opposition Paragraph 10: Denied.

11. In reference to Opposer's Notice of Opposition Paragraph 11: Denied.

12. In reference to Opposer's Notice of Opposition Paragraph 12: Admitted.

13. In reference to Opposer's Notice of Opposition Paragraph 13: Denied.

14. In reference to Opposer's Notice of Opposition Paragraph 14: Applicant is without sufficient knowledge to admit or deny, and therefore, denies the same.

AFFIRMATIVE DEFENSES

1. Opposer fails to state a claim upon which relief can be granted.

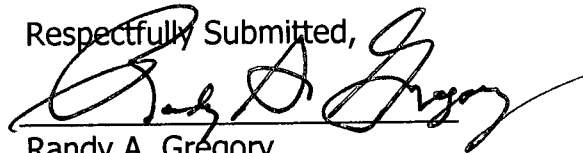
2. Opposer fails to adequately allege how Opposer would be harmed.
3. Opposer does not use the mark and has not shown any basis for claiming harm.
4. Opposer's mark is abandoned because of failure to control quality amongst 23,000 independent agents and 750 career agents spread over 750 locations as alleged by Opposer.

All Correspondence in connection with this matter should be mailed to:

Randy A. Gregory
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P. O. Box 31090
Spokane, WA 99223-3018
Telephone 509/245-3033
Telefax 509/245-3833

Date: Nov. 19, 2007

Respectfully Submitted,



Randy A. Gregory,
Reg. No. 30,386
Attorney for Applicant

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of Applicant's Answer to Notice of Opposition was served on the attorney of record for Opposer in this matter by mailing via First Class U.S. Mail to the persons and at the address listed below on the date indicated below.

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